



Make-Good Form

9/7/2012
9:42 AM
Page 1 of 1

Advertiser: Murphy for Senate 2012
Station: WFSB-TV
Market: Hartford-New Haven
Flight Dates: 09/03-09/2012
Email: Bill Whittle/Laurie LaBrecque

Contact: Bill Whittle/Laurie LaBrecque
Station Fax: 860-728-5669
Station Phone: 860-728-3333
Buyer: Rachael Beale
Buyer Fax: 303-764-9958

Pre-Emption

Make Goods

Program:	Time:	Date(s):	Qty:	Rate:	Total:	Program:	Time:	Date(s)	Qty:	Rate:	Total:
						Mentalist	10p-11p	9/9/2012	1	\$1,200.00	\$1,200.00
						Sunday 7a News	7a-9a	9/9/2012	1	\$450.00	\$450.00
						CBS Sunday AM	9a-10:30a	9/9/2012	2	\$800.00	\$1,600.00
CBS Special	10:00p-11:00p	9/6/2012	1	\$4,500.00	\$4,500.00	The Good Wife	9p-10p	9/9/2012	1	\$1,200.00	\$1,200.00
Total Pre-Emptions:					\$4,500.00	Total Make Goods:					\$4,450.00
Balance Due to Station:					(\$50.00)	Hold any advertiser credit at station until notified.					

Please sign and return if accepted by station:

Laurie LaBrecque
Sighed

9/7/12
Date

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203
Phone: 303-989-4700 Fax: 303-989-1910

CONTRACT



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

And:

Media Strategies and Research
Attention: Rachael Beale
1580 Lincoln Street
Suite 510
Denver, CO 80203

Contract / Revision 491620 /		Alt Order #
Product September 3 - September 9, 2012		
Contract Dates 09/03/12 - 09/09/12		Estimate # 11731
Advertiser Murphy For Senate 2012		Original Date / Revision 09/07/12 / 09/07/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WFSB	Account Executive House- National	Sales Office House-National
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WFSB	09/04/12	09/04/12	Eyewitness News	5am - 5:30am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$500.00			
2	WFSB	09/07/12	09/07/12	Eyewitness News	5:30a - 6am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$250.00			
3	WFSB	09/05/12	09/06/12	Eyewitness News	5:30a - 6am		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--11---				2	\$700.00			
4	WFSB	09/07/12	09/07/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$400.00			
5	WFSB	09/04/12	09/06/12	Eyewitness News	6am - 6:30am		:30			NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-111---				3	\$950.00			
6	WFSB	09/07/12	09/07/12	Eyewitness News	6:30am - 7am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$400.00			
7	WFSB	09/03/12	09/06/12	Eyewitness News	6:30am - 7am		:30			NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	1111---				4	\$950.00			
8	WFSB	09/07/12	09/07/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$250.00			
9	WFSB	09/03/12	09/06/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	1111---				4	\$600.00			
10	WFSB	09/08/12	09/08/12	7a-9a Sat. Eyewitness New	7am-9am		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$175.00			
11	WFSB	09/05/12	09/05/12	9am-10am	9am - 10am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision 491620 /		Alt Order #
Contract Dates 09/03/12 - 09/09/12	Product September 3 - Septemb	Estimate # 11731
Advertiser Murphy For Senate 2012		Original Date / Revision 09/07/12 / 09/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--W----				1	\$400.00			
12	WFSB	09/04/12	09/04/12	11a-12p Price is Right	11am - 12pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$500.00			
13	WFSB	09/07/12	09/07/12	3pm-4pm Syndication	2:58pm-4pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$125.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WFSB	09/03/12-09/09/12		3pm-4pm Syndication	2:58pm-4pm	-----F----	:30		\$125.00	NM		
See MG 16.2,16.3,16.4												
14	WFSB	09/04/12	09/06/12	Eyewitness News	5pm - 5:30pm		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-111---				3	\$1,500.00			
15	WFSB	09/07/12	09/07/12	Eyewitness News	5pm - 5:30pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----F--				1	\$500.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WFSB	09/03/12-09/09/12		Eyewitness News	5pm - 5:30pm	-----F----	:30		\$500.00	NM		
See MG 16.2,16.3,16.4												
16	WFSB	09/07/12	09/07/12	Eyewitness News	5:30pm - 6pm		:30			NM	3	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----F--				1	\$500.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WFSB	09/03/12-09/09/12		Eyewitness News	5:30pm - 6pm	-----F----	:30		\$500.00	NM		
See MG 16.2,16.3,16.4												
2	WFSB	09/07/12-09/07/12		Late Night with David Letterman	11:35pm - 12:37am	-----F----	:30		\$800.00	NM		
Ⓜ MG for 15.1,13.1,16.1												
3	WFSB	09/04/12-09/04/12		Eyewitness News	5:30a - 6am	-Tu-----	:30		\$700.00	NM		
Ⓜ MG for 15.1,13.1,16.1												
4	WFSB	09/05/12-09/05/12		3pm-4pm Syndication	2:58pm-4pm	---W-----	:30		\$400.00	NM		
Ⓜ MG for 15.1,13.1,16.1												
17	WFSB	09/04/12	09/06/12	Eyewitness News	5:30pm - 6pm		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-111---				3	\$1,500.00			
18	WFSB	09/07/12	09/07/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----F--				1	\$600.00			
19	WFSB	09/03/12	09/06/12	Eyewitness News	6pm - 6:30pm		:30			NM	4	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	1111---				4	\$2,100.00			
20	WFSB	09/06/12	09/06/12	Inside Edition	7pm - 7:30pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----T---				1	\$1,200.00			
N 21	WFSB	09/06/12	09/06/12	National Convention	10pm-11pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----T---				1	\$4,500.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WFSB	09/03/12-09/09/12		National Convention	10pm-11pm	----Th-----	:30		\$4,500.00	NM		
Credited												
22	WFSB	09/09/12	09/09/12	Big Brother	8pm - 9pm		:30			NM	1	\$1,800.00

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333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u> 491620 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/03/12 - 09/09/12	<u>Product</u> September 3 - Septemb	<u>Estimate #</u> 11731
<u>Advertiser</u> Murphy For Senate 2012		<u>Original Date / Revision</u> 09/07/12 / 09/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$1,800.00			
23	WFSB	09/07/12	09/07/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$500.00			
24	WFSB	09/03/12	09/06/12	Eyewitness News	11PM - 11:35PM		:30			NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	1111---				4	\$1,200.00			
25	WFSB	09/08/12	09/08/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$500.00			
26	WFSB	09/09/12	09/09/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$500.00			
27	WFSB	09/09/12	09/09/12	Criminal Minds	1135pm-1235am		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$75.00			
N 28	WFSB	09/09/12	09/09/12	Mentalist	10pm - 11pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$1,200.00			
N 29	WFSB	09/09/12	09/09/12	7a-9a Sun Eyewitness News	7am-9am		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$450.00			
N 30	WFSB	09/09/12	09/09/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				2	\$800.00			
N 31	WFSB	09/09/12	09/09/12	The Good Wife	9pm - 10pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$1,200.00			
Totals											50	\$47,050.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/09/12	50	\$47,050.00	\$39,992.50
Totals	50	\$47,050.00	\$39,992.50

Signature: _____ Date: _____

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